

# KEEPING IT SAFE

Under Twenty-one Alcohol Prevention Coalition

Reducing youth access to alcohol ★ Reducing the effects of under twenty-one alcohol use

Guidelines and Application for STUDENT VIDEO CONTEST

★ **Entry(s) due: Jan 23 through Jan 27, 2012, 4 pm**

**Project Description:** *a youth team will put together a 30 second video to be used as a public service announcement on the risks & dangers of under 21 alcohol use (see topic list). Projects will compete for a cash prize for the affiliated youth team.*

- What is a youth team? 2 or more youth
- All entries must be the original work of the students.
- Omission of any required information will result in the project being returned.

★ **Keep in mind your audience: your friends and peers!**

Review the following checklist before submitting your public service video (DVD). Avoid being disqualified.

Be sure to

- Complete the entire cover page
- Include a signed verification letter
- Avoid using copyrighted music and images from any source without permission including but not limited to magazines, books, DVDs, videotapes, television programs, web sites, or commercials
- Document sources for statistics
- Make sure the topic of your video message matches the message selected on the cover page
- Avoid clothing, language, or music which glorifies drugs, alcohol, sex, violence or gang related paraphernalia.
- Include a reflection page

Guidelines for 30 second message: See page 2

Cover Page must be completed with the following:

- Name of youth team and organization
- Address for youth team and organization
- Names of all students on team (used for award certificates) Make these legible as spelling is important
- Name(s) of adult sponsor/advisor and contact information/signature
- Adult sponsor/advisor has signed the media consent statement
- Federal ID tax number, remember not the State tax exempt number, if uncertain contact the business manager
- The cash award is payable to a school or an organization, not to individuals.
- Message topic identified
- Attach signed verification letter from staff member of school/church/organization.
- Indicate how you heard about the contest: Optional-suggestions for contest information promotion
- Attach reflection page, one for each team project submitted written by team members, see page 5

***Keeping It SAFE: enter early!***

★ **Entry(s) due: Jan 23 through Jan 27, 2012, 4 pm**

Deliver or send entries to:

Keeping It SAFE Coalition  
C/o Department of Liquor Control  
Community Outreach, 2<sup>nd</sup> Floor  
16650 Crabbs Branch Way  
Rockville MD 20850

Contact:  
Meg Baker  
240-777-6652 or  
meg.baker@montgomerycountymd.gov

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## Guidelines for the 30 second public service video message:

- ★ Speak slowly and clearly so that all your words are understood by the audience and the judges.
- Choose one topic for the public service video from the following:
  1. Alcohol Poisoning: What is it? What should I do?
  2. What teens can do instead of using alcohol
  3. How media influences teen thoughts about under-21 drinking
- The video message must be 30 seconds; slate/credits not to be included in the 30 second message allotment.  
Slate/credits description:
  - Team name
  - School/organization
  - Student producer (s) (first names only-acceptable)
  - Names of the student team members (first names only-acceptable)
  - Pubic domain background music: source—if written by a student, add a name for acknowledgement
- Copyrighted images and music are not allowed from any source without permission, including but not limited to magazines, books, DVDs, videotapes, television programs, web sites, or commercials. Permission documentation must be included.
- Public domain materials are acceptable.
- DVD must play in a standard DVD player (not just a computer).
- Provide a separate attached resource page for statistics quoted in the video message.
- Avoid clothing, language, or music which glorifies drugs, alcohol, sex, violence or gang related paraphernalia.

## ★ Required Forms for each pubic service video that is submitted:

1. Completed cover page/statistic documentation
2. Letter from a school/church/organization staff member verifying that the participating group is affiliated with the school/church/organization
3. Reflection page, one for each entry

## Judging process to be done in Feb/March:

A team of adults from the Keeping it SAFE Coalition and local youth will judge the entries on the following criteria:

- |   |  |
|---|--|
| 1) Relevance of message selected              | 3) Persuasiveness/effectiveness of message   |
| 2) Originality/creativity in style & delivery | 4) Overall video quality (video image quality, cuts/transitions, audio levels, clearness of dialogue, etc) |

## Notification of Winners:

The Keeping It SAFE Coalition team leaders/member will notify winners/non-winners using the contact information provided on the application cover page.

## Recognition★Awards Event:

- ❖ Winners and all contest participants will be recognized at an April Awards event. Family, friends, school staff welcome.

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- ❖ Students will receive their awards in front of special guests, community and family. Winners will be asked to read their reflection statement.
- ❖ The cash awards, trophies and certificates described below will be distributed at the Awards Event.
- ❖ Invitations with event details will be distributed to the sponsor who will notify their students and the Principal. Family members are encouraged to attend.
- ❖ The winning public service video messages will be shown.
- ❖ The non winning participants will receive certificates.

## Prize information for winning teams:

- ❖ **Middle School** age winning teams:
  - ~ **First place prize:** the *team* will receive a check made out to their school/church/organization for \$500, a trophy, and certificates of achievement for each student involved.
  - ~ **Second place prize:** the *team* will receive a check made out to their school/church/organization for \$250, a trophy, and certificates of achievement for each student involved.
- ❖ **High School** age winning groups:
  - ~ **First place prize:** the *team* will receive a check made out to their school/church/organization for \$1000, a trophy, and certificates of achievement for each student involved.
  - ~ **Second place prize:** the *team* will receive a check made out to their school/church/organization for \$500, a trophy, and certificates of achievement for each student involved.

\* *The contest and cash prizes are sponsored by the Automated Traffic Division-Montgomery County Department of Police*  
\* *The checks will be made out to a school or an organization, not to individuals.*

## Other Information:

- Winning entries may be submitted to multiple media outlets. Decisions' regarding use of video rests with the media outlets' director.
- *Keeping it SAFE Coalition (KIS)* has the right to edit and to use all entries for public information purposes.
- *Keeping it SAFE Coalition* is unable to offer student service learning hours as the students are not under direct supervision of the KIS coordinator. The student team sponsor must be responsible for documenting student service learning hours as per SSL regulations. *Keeping It SAFE Coalition* will issue verification of the completed project, upon request.
- All entries become the property of *Keeping it SAFE Coalition* and will not be returned.

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**Entry Due: Entry(s) due: Jan 23 through Jan 27, 2012, 4pm**

Name: youth team (2 or more participants) & organization (can be school initials, class or period number, initials of youth, etc. Must be able to differentiate when multiple projects submitted by the same source)

Grade level:

Address:

Names of all participating youth: these names will be used for certificates. Use back or attach a separate page. ***Be clear*** as spelling is important!

Adult sponsor/advisor *Name*: \_\_\_\_\_

Contact phone \_\_\_\_\_

Contact email: \_\_\_\_\_

**Contact Signature:**

Sometimes members of the press are interested in contacting the winners of this contest. Please check and initial one of the following:

No, I do not want my name and contact information released to the press.

★ **Federal ID tax number** of your organization (usually 9 digits). You may have to contact the school/church/organization business manager for the number information. Please note: this is not the State tax-exempt number.

ID: \_\_\_\_\_

1. Alcohol Poisoning: What is it? What should I do?
2. What teens can do instead of using alcohol
3. How media influences teen thoughts about under-21 drinking

- DVD entry must play in a standard DVD player (not just a computer)
- Letter from staff member of school/church/organization that verifies youth team affiliation. (one letter per single entry or one letter for multiple teams from same location stating all participants affiliated with school/church/organization).
- Team reflection page, one for each group project submitted

\_\_\_\_\_ Newspaper: print or online, \_\_\_\_\_ Word of mouth, \_\_\_\_\_ Email

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## Required: Reflection Statement

★ Submit a reflection paragraph with each video project.

- The reflection must be written by a team member
- Use this page or attach a separate page (be sure your identification is on this or the attached separate page) See bottom of page.
- Details: one page, size 11-12 font, 1.5 line space. Handwritten accepted: must be clear.

★ **Incorporate some or all in your Reflection:** Think about this activity. Use the following questions as a guide. The reflection paragraph may be submitted on this page or a separate page.

- **What** need did your video project address?
- **Who** benefited from working on this project?
- **What** did you learn about yourself?
- **How** was this video project learning experience connected to something you learned in a class at school?

★ The contest winners will be asked to read their reflections paragraphs at the Awards Event.

★ Make a copy for yourself so that you can practice.

★ School Name: \_\_\_\_\_

Team Name: \_\_\_\_\_

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## *Message Tips*

(Resource: Maryland Teen Advisory Council Communications Committee March 2006, Maryland Department of Education)

### **Composing a 30 second message:**

- Keep your message simple
- Cover only one or two points in 30 seconds and repeat it in different ways
- Start with something interesting
- Create a tag line for your group
- Work from a general idea to something specific. Show your audience the problem and then how to solve it.
- Use few scenes within your 30 second time frame to avoid confusing your audience
- Use testimonials and ordinary people
- Avoid “stand ups” which is one person delivering your message
- If you’ve got something interesting to show, use voice-overs

## *Quick Tech Tips*

(Resource: Access Montgomery Television)

### **Shot Composition:**

1. Use a tripod if you have one!
  - a. Unless you are looking for shaky video, use a tripod
2. Focus [on the eyes]
  - a. Zoom in as close as you can to the subject’s eyes
  - b. Focus until the eyes glisten
  - c. Zoom out to your shot
3. Use the rule of thirds
  - a. Important things should be on the upper third or lower third of the frame
  - b. The eyes will become the point in which the viewer will want to look at, so frame them on the top third.
4. Avoid “negative space”
  - a. Frame the subject to allow an appropriate amount of headroom (space above the person) and lead/nose room (space in front of a person)
  - b. Having shots too loose will make the talent look small, and could be uninteresting

### **Lighting:**

1. Use existing light when possible
  - a. If there is enough lighting in a room or outside for the camera, use it!
  - b. If you use existing light, be sure it is not creating unwanted shadows or uneven lighting on the talent
2. “Bounce” the source
  - a. Using a reflecting card or white board to reflect the main source of lighting will eliminate some shadows, but will not over-light the subject
  - b. Use the 45 degree rule for lighting-the light and bounce card should be 45 degrees from the direction the talent is looking on opposite sides. Even if the sun is your source of light!
3. White balance your camera any time the light changes
  - a. If your camera doesn’t automatically white balance, you must white balance every time the lighting changes

### **Sound:**

1. Have a microphone? Use it!
  - a. The camera’s microphone is designed to pick up ambient (sound around the area) but not necessarily an individual talent
  - b. Using a lavalier (lapel) microphone is great for interviews

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## **Sound continued:**

- c. A hand-held microphone is still better than the camera's microphone
2. Placing the microphone closer to the source of sound (the person's mouth) will help eliminate sounds from the surrounding area
  - a. For lavalieres: 8" from a person's mouth is a good distance. Soft-spoken talent may need to have the microphone slightly closer
  - b. Hand-held microphones should be just on the edge of the frame of video
  - c. If you must use the camera's microphone, place the camera as close as the subject will allow
3. Record ambient sound
  - a. You may never know when a little extra background sound could be helpful in post-production
  - b. After an interview, or while shooting b-roll, just let the camera record for a few minutes while everyone is quite.
4. Appropriate music will add to the project
  - a. Music can reinforce the mood of a piece
  - b. Be sure not to have the music too loud if there will be speaking
  - c. Selecting music without lyrics will be less distracting to the viewer
  - d. Music can be used to cover "tape hiss" or other quiet, unwanted sounds

## **General Tips:**

1. Shoot for post-production
  - a. "Fix it in post" should never be the goal. If something doesn't look right, it will almost always be easier to re-shoot the footage, especially if you are still on location
  - b. Keep in mind where you might want to cut away, or cut in. Plan your b-roll taping accordingly.
2. Use the "manual" settings for your cameras
  - a. The automatic settings are great on most cameras, but they take the control away from the operator
  - b. Auto-iris, white balance and focus sometimes have limitations
  - c. Focus shifts (when the focus bounces between soft and sharp) can happen when the camera is confused about what should be in focus
  - d. Slight changes in light levels can cause a similar problem with the iris
  - e. If you can adjust the audio on your camera, put that in manual also
3. Allow extra time for setup, strike and retakes if needed
4. Plan, plan, plan!
  - a. Using storyboards, scripts, and edit decision lists for post-production may be time consuming and boring at first, but they will save tons of time in the long run!
  - b. Even if the final product doesn't look exactly the way you originally pictured it, having a plan when you go into the field or into editing will help move the process along

## **Web Resources:**

### **Public Domain Sites:**

[www.pdinfo.com](http://www.pdinfo.com); Public Domain Information Project  
[www.pdmusic.org](http://www.pdmusic.org)  
[www.wikipedia.org](http://www.wikipedia.org)

### **General:**

[www.montgomerycountymd.gov/kis](http://www.montgomerycountymd.gov/kis)  
[www.underagedrinking.samhsa.gov](http://www.underagedrinking.samhsa.gov)  
[www.family.samhsa.gov](http://www.family.samhsa.gov)  
[www.jointogether.org](http://www.jointogether.org)  
[www.centurycouncil.org](http://www.centurycouncil.org)  
[www.wrap.org](http://www.wrap.org)  
[www.nhtsa.gov](http://www.nhtsa.gov)

### **General continued:**

[www.mediacampaign.org](http://www.mediacampaign.org)  
[www.timetotalk.org](http://www.timetotalk.org)  
[www.nida.nih.gov](http://www.nida.nih.gov)  
[www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov)  
[www.abovetheinfluence.com](http://www.abovetheinfluence.com)  
[www.niaaa.nih.gov](http://www.niaaa.nih.gov)  
[www.madd.org](http://www.madd.org)  
[www.why21.org](http://www.why21.org)

### **Youth:**

[www.thecoolspot.gov](http://www.thecoolspot.gov)  
[www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov)  
[www.abovetheinfluence.com](http://www.abovetheinfluence.com)  
[www.toosmartostart.samhsa.gov](http://www.toosmartostart.samhsa.gov)  
[www.camy.org](http://www.camy.org) (media)  
[www.sadd.org](http://www.sadd.org)  
[www.noys.org](http://www.noys.org)

### **Sources to find help:**

[www.infomontgomery.org](http://www.infomontgomery.org)  
[www.mdcs.org](http://www.mdcs.org)  
[www.alanon.org](http://www.alanon.org)  
[www.nacoa.org](http://www.nacoa.org)  
[www.alcoholscreening.org](http://www.alcoholscreening.org)  
[www.aa.org](http://www.aa.org)